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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/575,845	05/19/2000	Connie D. Myers	M-8551 US	1650
500	7590	02/23/2005	EXAMINER	
SEED INTELLECTUAL PROPERTY LAW GROUP PLLC			JANVIER, JEAN D	
701 FIFTH AVE			ART UNIT	
SUITE 6300			PAPER NUMBER	
SEATTLE, WA 98104-7092			3622	

DATE MAILED: 02/23/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

09/575,845

Applicant(s)

MYERS, CONNIE D.

Examiner

Jean D Janvier

Art Unit

3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☐ Responsive to communication(s) filed on \_\_\_\_.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☐ Claim(s) \_\_\_\_ is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_ is/are allowed.
- 6) ☐ Claim(s) \_\_\_\_ is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. ____. |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date ____. | 6) <input type="checkbox"/> Other: ____.  |

*Response to Amendment*

Applicant's request for reconsideration of the finality of the rejection of the last Office action, filed on October 29, 2004, is persuasive, as already admitted by the Examiner in the last Advisory Action, and therefore, the finality of that action is herein being withdrawn and the Applicant's amendments will be entered accordingly.

Furthermore, in order to advance prosecution and/or to pass the case to allowance, the Applicant is invited to amend independent claim 1 as previously discussed over the phone and as shown below.

Claim 1.

A method in a computer system for assessing brand recognition of trade marks or service marks, comprising the steps of:

- a) generating one or more generic or non-user specific shopping lists before a user accessing an interface device;
- b) displaying the one or more shopping lists to the user when the user accesses the interface device;
- c) displaying concurrently one or more related trade marks or service marks, on the interface device, as an activation mechanism, wherein an enticement or giveaway is displayed next to one trade mark or service mark to thereby induce the user to select such a mark and wherein actuating by the user at least one of the displayed trade marks or service marks causes at least one of the displayed shopping lists to be printed for the user;
- d) measuring the effectiveness or visual impact of the one or more displayed trade marks or service marks by determining which one of the one or more displayed trade marks or service

Art Unit: 3622

marks was used by the user as an activation mechanism to print the at least one of the displayed shopping lists;

- e) determining overtime the overall effectiveness of the one or more displayed trade marks or service marks as activation mechanism by tracking or counting the number of times each displayed trade mark or service mark is used to print each one of the displayed shopping lists;
- f) charging a sponsor or advertiser, associated with a displayed trade mark or service mark, a service fee each time a user uses the sponsor's mark to print a displayed shopping list based on a predefined pricing arrangement

Please check for 112(1)) problem and cancel duplicate claims accordingly.

### Conclusion

Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (703) 308-6287). The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (703) 305- 8469.

For information on the status of your case, please call the help desk at (703) 308-1113.

Further, the following fax numbers can be used, if need be, by the Applicant(s):

After Final- 703-872-9327

Before Final -703-872-9326

Non-Official Draft- 703-746-7240

Customer Service- 703-872-9325

JDJ

02/19/05

JEAN D. JANVIER  
PRIMARY EXAMINER  
*Jean D. Janvier*

Jean D. Janvier

Patent Examiner